



## UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Bhavesh Mehta, et al. Confirmation No.: NYA

Serial No.: 10/648,599 Examiner: NYA

Filing Date: August 25, 2003 Group Art Unit: NYA

Title: SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT  
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK

Mail Stop Amendment  
 COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants would like to bring to the Examiner's attention that the following application,

U.S. Patent Application Serial No. 10/799,048 filed March 11, 2004,

referred to as the "related application", contains subject matter that is related to the subject matter of the present application. The related application may contain one or more claims that are substantially similar to one or more claims in the present application, and those claims may have been rejected in the related application. Therefore, the Examiner is encouraged to review the file history of the related application as some of the information contained therein may be material to the examination of the present application.

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under 37 C.F.R. § 1.97(b).

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP



Brian D. Hickman  
Attorney of Record  
Registration No. 35,894

1600 Willow Street  
San Jose, CA 95125  
(408) 414-1080 BDH/ds  
**Date: June 15, 2004**  
Facsimile: (408) 414-1076

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

on June 15, 2004 by Darci Sakamoto  
Darci Sakamoto